

DEALERON DIGITAL ADVERTISING

	BASIC	CORE	ELITE
	\$3,000 /MO	\$6,000 /MO	\$10,000 /MO
Google AdWords Certified Account Manager	✓	✓	✓
24/7 Online Reporting	✓	✓	✓
Google Analytics Integrated Traffic and Lead Tracking	✓	✓	✓
Keyword Level Call Tracking	✓	✓	✓
Campaigns for Brand, Region and New/Used Cars	✓	✓	✓
Campaigns for Fixed Ops (Service & Parts)		✓	✓
Dynamic Retargeting		✓	✓
Retargeted Display Ads		✓	✓
SEM Landing Pages		✓	✓
Custom Banner Ad Creation			✓
Basic Social Advertising			✓
YouTube Advertising (Dealer Provided Creative)			✓

FEATURE DESCRIPTIONS

Google AdWords Certified Account Manager – All of DealerOn’s Digital Advertising Consultants are both Google Analytics and Adwords certified, so they can answer any questions and explain the methodology and results from our SEM services.

24/7 Online Reporting – DealerOn’s reporting is online (although monthly automated email reports are available), so that dealers have real-time access to their results.

Google Analytics Integrated Traffic and Lead Tracking -- DealerOn’s SEM services traffic and lead tracking integrates with our Google Analytics website reporting to show dealers end-to-end SEM performance. Dealers can track visit to lead conversions at the keyword or visitor level if desired.

Keyword Level Call Tracking– DealerOn’s SEM services provides incredible transparency and clarity to dealers, even delivering Phone Call tracking at the Keyword level.

Campaigns for Brands, Regions and New Cars – DealerOn provides Porsche dealers with individual SEM campaigns for their dealership brand, for each vehicle model, and for each piece of new or used inventory if the dealer so chooses.

Campaigns for Fixed Ops & Service – DealerOn provides Porsche dealers with fixed ops campaigns that emphasize high volume fixed ops search terms - service, maintenance, brakes, oil changes, batteries and any other OEM specific language that is well known to consumers. The emphasis being on driving as many qualified service calls and appointments to a dealer.

Dynamic Retargeting – DealerOn provides dynamic retargeting for our dealers, meaning that when a consumer views a vehicle on a dealer’s site, the dynamic retargeting campaign can deliver an ad specific to that piece of inventory anywhere across Google’s Display network.

Retargeted Display Ads– In support of our dealers’ Retargeting campaigns, DealerOn creates custom banners for all their retargeting ads.

Custom Banner Ad Creation – In support of our dealers’ Banner/Display campaigns, DealerOn creates custom ad banners for all their ads.

SEM Landing Pages (Custom Model & Fixed Ops Landing Pages):

- Model landing pages for top 3 Models and specific services offered by the dealer.
- Google Best Practice Meta Data (Title Tags, KW's, URL's, Meta Descriptions)
- Google-Optimized Semantic Markup
- New Inventory Search Functionality
- OEM offer for Lease and APR
- Specific fixed ops pages for high volume searches terms – brakes, tires, oil changes, tires or batteries. (Offered based on volume and search term demand).

Social Advertising – A dealer can choose to allocate a portion of their ad budget towards advertising on Facebook. We use a combination of Polk Data (available as part of Facebook's targeting options) and email lists to build powerful audiences who can be targeted through the course of the month and adds to your search advertising efforts.

YouTube Advertising – Dealer's can choose to provide an existing video or TV spot and Dealeron will create YouTube campaigns that run on a cost-per-view basis. YouTube advertising allows dealers to gain widespread viewership and branding opportunities while only paying for completed views.